

**ADMINISTRATIVE CAPACITY, INFRASTRUCTURE AND MAINTENANCE
(ACIM) WORKING GROUP
Perot Systems — 9:00 AM to 4:00 PM
21 January 2004**

MEETING SUMMARY

ACTION: The WG requested that Kathy Abbott (Island Alliance) come to speak on setting up a foundation (Greg Ketchum); if not Kathy, Maynard Goldman .

ACTION: Develop a friends group rationale.

ACTION: Query all the working groups on how they would use a friends group.

ACTION: The schedule for ADMIN WG meetings is as follows:

March 4	tba
May 13	tba

ACTION: Get names of alternates to Nathalie as soon as possible. Alternates for WG members are:

Lisa Reed (NEAq)

ADMINISTRATIVE CAPACITY, INFRASTRUCTURE AND MAINTENANCE WG

Working Group Attendees

NAME	WG SEAT and AFFILIATION
Dick Wheeler	Chair: SAC
Nathalie Ward	Team Lead: SBNMS
Robin Peach	Government (MET)
Maggie Geist	Conservation (APCC)
Stephanie Murphy	Education/Research (WHOI)
Greg Ketchan	Business (GCDC)
Steve Tucker	Government (CCC)
Susan Dowd	Museums/Aquariums (NEAq)
David Bergeron	Business (MFP)

Working Group Members Not Present

David Clapp
Dan Morast
John Bullard

Conservation (MA Aud)
Conservation (IWC)
Education/Research (SEA)

Others Present

Anne Smrcina (rapporteur)
Craig MacDonald

SBNMS
SBNMS Superintendent

WELCOME, INTRODUCTIONS, ADOPTION OF ADGENDA, AND COMPENDIUM

Dick Wheeler, ADMIN Chair, and Craig MacDonald, SBNMS Superintendent, welcomed the ADMIN WG. Nathalie Ward, ADMIN Team Lead, reviewed the meeting Agenda and the meeting minutes from Dec. 11.

APPROVAL OF MINUTES, ADOPTION OF AGENDA OLD BUSINESS

Nathalie Ward provided copies of the meeting minutes from Dec. 11, 2003, which were accepted with corrections. The agenda for the Jan. 21 meeting was accepted.

Old business that was discussed included:

Development of a goal statement --

"To propose a prioritized resource development strategy aimed at growing capacity to implement the goals and objectives of the working groups."

NMSF DISCUSSION

Lori Arguelles, executive director of the NMSF (via teleconference) discussed the history and make-up of the NMSF and how the foundation works with the sanctuary program and the sites. The foundation has a staff of three people who can be tasked with site specific projects, including fund raising and contracting for services. The foundation can accept money from donors and from sales items, and place that money into a site fund.

Discussion

May be reasons to use them and not to use them. Either way, you need a local person (you won't be able to get that out of DC). To jump start any friends group, need a person to railroad it through and devote considerable time to the effort (perhaps with the support of the foundation). It may take someone part-time (at least halftime). If you are going to individuals for donations, they need to see that something is happening locally. If the money is going to a foundation, it is difficult to get checks written quickly; and a local foundation can be used to fund new staffing that the national group cannot provide.

A local foundation can go to local funding agencies/foundations and keep aware of local opportunities that a national group would not be aware of. Who would write the proposals if the national program is doing fund raising.

Farallones got started with a regional grant that provided seed money -- leveraged that money in getting more. Can do a lot more and faster with a local group.

If you have a 501c3 then you can accept the kinds of gifts that a government agency cannot accept at this time.

What if the local advisory group was a chartered group that had an MOU with the foundation? It would provide some flexibility at the local level but a level of linkage with the national group that was substantive. The foundation should provide the funding for the part-time or full-time staff person at the site who can write proposals and seek donations.

Each sanctuary needs to stay in touch with the foundation as they develop their national role and mission.

Primary mission of the foundation is to raise the visibility of the national program, but they are struggling with their linkage to the sites and fundraising.

National Park Service and the Friends of the Boston Harbor Islands (Islands Alliance) is a model, the Alliance has a formal agreement with the NP&CF and NPS. Could be a good idea to have someone from the Alliance come to this meeting and talk about their role and how it compares to here. Different in that they have a partnership agreement and a board.

The WBNERR is another example of a local friends group with a sister agency.

QUESTION: What would a local friends group do?

ANSWER: It actually would supplant some of the roles of the government. Support get-togethers, purchase food and other supplies (esp. for functions for advisors and volunteers); to help underwrite a volunteer program. To supplement programmatic budget which is not large enough to support these projects.

A pot of money that can be used to support projects that come up that were not programmed for during the planning phase of the AOP. To be at the cutting edge of new projects and programs. Contracting difficulties on the government level. 3-6 months to get contracts approved. Example of pier repairs.

A local group is important to house the passion. A take-off point for local support and volunteers.

One possibility is to set up a local bank account that local checks can be written to, but that the national foundation is the group that handles all the IRS reporting and paperwork.

One solution is to develop a local friends group that has the part-time or full-time staff person that can seek local donations, but is tied to the foundation. The local group would be able to work on local programs and seek volunteers for local projects. Must come up with own rationale for a friends group.

ACTION ITEM: Develop a friends group rationale.

ACTION ITEM: Query all the working groups on how they would use a friends group.

ACTION ITEM: (Greg Ketcham) Have someone from the Boston Harbor Islands/Islands Alliance (perhaps Kathy Abbott); (Maggie Geist) WBNERR MOU/charter with friends; Coalition for Buzzards Bay; etc. come to talk about their groups.

SUSAN DOWD:

CI has a 501c3 has volunteer program of over 100 that provide outreach to whalewatch fleet, schools, public events. 20% college, 20% retired, 60% other. Recruited by word of mouth. Equivalent of 5 FTEs. Volunteers are not asked for money. Have gotten some donations from

companies. Getting a base from the Natural History Museum and now with the Nat Park, staffing of NPS staff, contractor, and CI vol coord. 33% attrition rate with volunteers. Largest effort is maintaining relationship with ww fleet. A lot of work to manage this size group.

MB has a 501c3 that is a "business partner." Serves as a fiscal agent. It allows them to accept some federal and state grants that the federal government cannot accept. They operate on a 10% overhead. They run some events. Not fundraisers, although some sporadic funding efforts. Sales of a map. Have 3 groups of volunteers that support staff. A total of about 400 volunteers.

GF has a professional fundraising approach with their 501c3, 12 staff. The sanctuary gave the association its initial grant as seed money. Built a visitor center -- sales help fund assoc and positions. Manage 100 volunteers in monitoring wildlife. Ads, psas and other outreach tools to seek volunteers. Volunteers started the base of the membership program. Association and sanctuary in the same building -- sit on each other's boards. Annual report on the web site.

Discussion:

Use of logo can be marketed for fundraising, cross branding and raising visibility. It would be difficult to develop a niche for a friends group that does not conflict with other groups or create competition among ngos and commercial groups.

The only disadvantage of having a 501c3 is the initial cost of setting up such an organization.

Need to have guidance from other working groups as to how a friends group would be used. They are on board on how they can benefit.

Write a grant or have a training session to bring all these other groups together to delineate roles and missions. Set a cycle for conferences on these issues so there is no conflict, and also a chance to focus on specific issues.

Important to articulate the vision for the friends group -- not just to get the cheese for the meetings, or put the thumb in the dike.

Look at areas where you have partnerships and areas where there are weaknesses. Look at where relationships can be developed and help build a friends group that can bring these groups together.

A friends group is a facilitator (perhaps a side role). But the passion and local voice is part of the package. It's hard to stimulate a group of people to work for the sanctuary if there is no exciting task (rather than just governmental business).

Promote timely research, develop volunteer program -- stewardship, facilitate partnerships and provide general support. Use the friends group to act on projects of the nat. foundation. Do strategic planning first (long-range planning) and look at partnerships -- two-way education process. What is the sanctuary's mission and what are their goals? Where is the congruence? What can be done that all groups fulfill their own missions?

Mission may have 3 parts -- present, (serve as local voice, pr) facilitate (partnerships) and program development.

Ask for first grant to set up foundation and get a second grant to hire a coordinator. Alternate option is to get person established first and part of the planning process.

PRESENTATIONS:

Anne Smrcina spoke about sanctuary education and outreach programs and projects, including web redesign, publication production, diver and boater education programs, whalewatch materials and press relations.

Dave Wiley spoke about various research projects, including: MWRA water quality monitoring; cable routes; cod movement in various habitats; size of fish over time; whale database, user surveys (1994-5 and 2001-2), interactions of whales and gear; abundance of seabirds; shipwrecks; recreational fishing use; vessel trip report assessment (commercial); water circulation/physical modeling, AUV studies of boulder habitat; blimp studies of whale/ship interactions; whale sounds.

Consider deposit of cable funds into Friends organization endowment fund (so funds do not have to be used for remediation but can be used as needed by the Sanctuary and/or foundation).

Check with Simon Thorrold at WHOI who is studying fish otoliths for movement from birth location and final habitat (distances/differences).

Look at how the sanctuary can work with postdocs, graduate students, interns, etc. --funding mechanisms.

The Sanctuary's working groups should develop a list of projects that the foundation could take on for fund-raising.

Discussion on volunteers and friends:

On whether there should be one group to handle friends and volunteers, or two separate entities. NEAq has a membership group under development department -- raising funds, large numbers of members; volunteers under education (take on specialized tasks in the aquarium).

Friends group -- is it merely to raise funds, or are they tasked with directing volunteers and other projects like events.

Would staff for volunteer program run under sanctuary or friends? Sanctuary volunteer needs are very technical and specific and need high level of guidance.

PRESENTATION:

Joe Green (NOAA OLE)

Document violation and prosecute. No history of violations in the sanctuary (2 years of program). Working on marine mammal violations (most of them right now have been outside the sanctuary). Tasked with bringing agents together to focus on the sanctuary (OLE and others). Security of research in closed areas must be assured (to encourage long-term research investment). No biases in research due to illegal activities. Works with MEP (joint enforcement agreement with OLE, contract between MEP and SBNMS). Coast Guard has too many tasks now (even though they still have fisheries duties). Trying to get as many eyes and ears out there as possible (Fish and Wildlife, Auxiliary, Sanctuary boats, MEP, etc.).

Question of enforcement vs. education. Mechanisms to ensure compliance. OLE trains MEP (education part of enforcement, handouts, talk to public). 2001-2003; 2001-xx boat hours; 2002 xx boat hours, 2003 47 boat hours.

Recommendation to help pay fuel costs to get CG Auxiliary to go out on their own boats into the Sanctuary. Explore expanded use of this group.

A recommendation to establish a system, in which complaints can be tracked, documented, followed. Tied in with the 800 number. Have number on all materials.

Need a list of the issues that affect sanctuary.

How do we deal with interns/post docs?

How do we maintain the facility (need more funds for expanded facility)?

What do we do with the tenants? A license agreement? Do we charge rent?

Volunteers and Friends Groups?

SUMMARY and NEXT STEPS

ACTION: The schedule for WG meetings is as follows:

March 4 TBA

May 13 TBA

ACTION: Agreement to have alternates, name must be sent to Nathalie Ward.

ADMIN WG GOAL STATEMENT:

To propose a prioritized resource development strategy aimed at growing capacity to implement the goals and objectives of the working groups.

Dick Wheeler presented a summary of the issues and adjourned the meeting.

Administrative Capacity, Infrastructure and Maintenance Working Group

AGENDA

21 January 2004 TPMC—Scituate, MA
9:00 A.M. to 4:30 P.M.

- 9:00 – 9:30 Welcome, Approval of Minutes, Adoption of Agenda, Old Business
- 9:30 – 10:30 National Marine Sanctuaries Foundation (NMSF)
Lori Arguelles, Technical Advisor
- 10:30 – 12:00 Report: Sanctuary's Funding Mechanisms and Friends Groups
(Susan Dowd and Dan Morast)
Channel Islands
Gulf of the Farallones
Monterey Bay
Florida Keys
- 12:00 – 12:30 *Lunch*
- 12: 30 –2:00 Funding Mechanisms and Friend's Groups Continued: Discussion
- 2:00 *Coffee Break*
- 2:15 – 3:15 SBNMS Research Program Review (Dave Wiley, Research Coordinator)
- 3:15 – 3:45 SBNMS Education and Outreach Program Review
(Anne Smrcina, Education Coordinator)
- 3:45 – 4:15 OLE/MEP (Joe Green, NOAA OLE enforcement coordinator)
- 4:15 - 4:30 Next Steps and Summary
- 4:30 Adjourn